

**Enfield Borough 50s Forum's
pilot project sponsored by the
Residents Priority Fund to
address Loneliness & Isolation in
Enfield's Chase, Turkey Street
and Lock wards**

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Enfield JSNA 2013

Living alone can increase the likelihood that an older person feels isolated in their community. Social isolation and loneliness is a key determinant of the current and future health and social care needs of the older population. Loneliness and social isolation have been shown to have significant negative impacts on people's health status, including a demonstrable effect on blood pressure and a strong association with depression.

The Campaign to End Loneliness estimates that isolation and loneliness has a number of negative effects which results in sufferers being:

- **1.8 times more likely to visit their GP;**
- **1.6 times more likely to visit A&E;**
- **1.3 times more likely to have emergency admissions;**
- **3.5 times more likely to enter local authority-funded residential care.**
- **3.4 times more likely to suffer depression;**
- **1.9 times more likely to develop dementia in the following 15 years;**
- **Two thirds more likely to be physically inactive, which may lead to other health issues.**

Isolation in the UK

- **3.5 million people aged 65+ live alone.**
- **Over 2 million, or nearly half (49%), of all people aged 75 and over live alone**
- **9% of older people feel trapped in their own home**
- **6% of older people (nearly 600,000) leave their house once a week or less**
- **30% say they would like to go out more often**
- **According to research for DWP, nearly a quarter (24%) of pensioners do not go out socially at least once a month**
- **Nearly 200,000 older people in the UK do not receive the help they need to get out of their house or flat**
- **17% of older people have less than weekly contact with family, friends and neighbours 11% have less than monthly contact**
- **According to a survey in December 2014, 2.9 million older people (65+) in Great Britain feel they have no one to turn to for help and support.**

Data from Age UK factsheet 2016



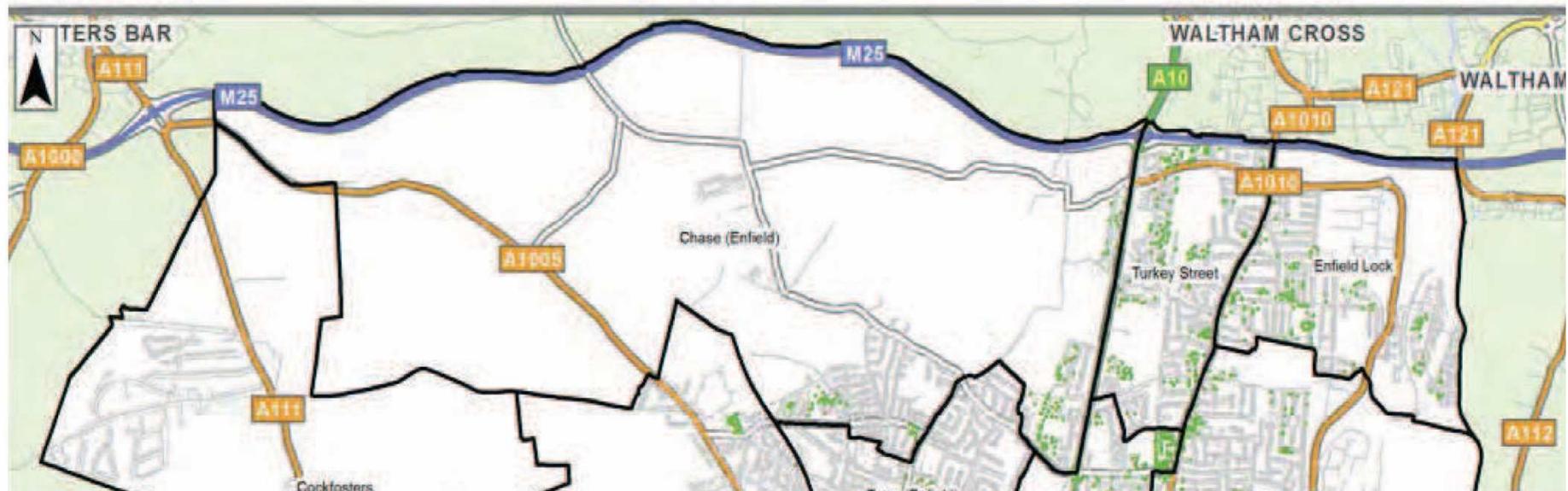
What interventions have been made to address loneliness and isolation?

The Campaign to End Loneliness has raised awareness of the problem but there is little published work whereby systematic approaches to identify and engage with older people who are lonely and isolated.

The Forum's approach

- 1. Use data maps that were prepared for the Council which suggested streets where there were high concentrations of older people living alone**
- 2. Use the electoral register and the 192 service to search out single occupancy dwellings and retired persons in the 3 wards.**
- 3. Write to the identified single occupants to check if they were retired and considered themselves lonely.**
- 4. Offer those fitting the category offer them free membership of the Forum for 2 years.**
- 5. Arrange a number events for those joining the Forum.**

Areas in Chase, Turkey Street and Lock Wards where lonely older people are most likely to be found



Key Features

The Experian system maps areas according to various criteria including single occupancy, income, age, job status, etc. The Forum has used the categories that related to older people living alone. These are the green coloured areas on the map.

Experian has produce maps for Enfield Council having taken into account of a wealth of information from a number of sources - such as the electoral register, shareholder and directors' lists, and local levels of council tax. This information is supplemented with information from market research surveys which can be cross tabulated by Mosaic. It has also made use of information cross tabulated by Mosaic from Experian's lifestyle questionnaires. To complement this formal information there is a large body of knowledge, accumulated over the years, on the relationship between customer behaviour and earlier versions of Mosaic (software mapping system).

Appendix I - Experian maps used by the Forum

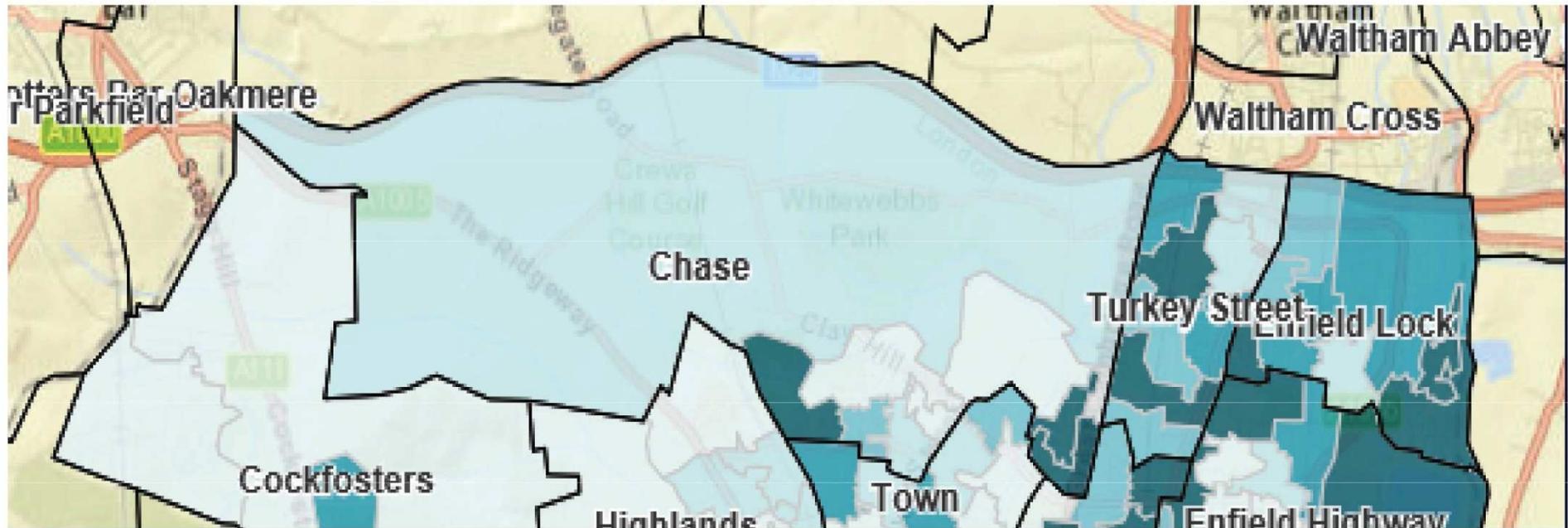
**Table I gives the population and housing situation with the 3 wards
based on the 2011 census .**

Ward	Number of Dwellings	Population	Over 65s as a percentage	Number of over 65s	Single Person Households
Chase	5640	14112	14	1974	1703
Lock	6325	17810	8	1424	1703
Turkey Street	5328	14900	12	1788	1368
Totals	17293	46822		5186	4774

Outcome

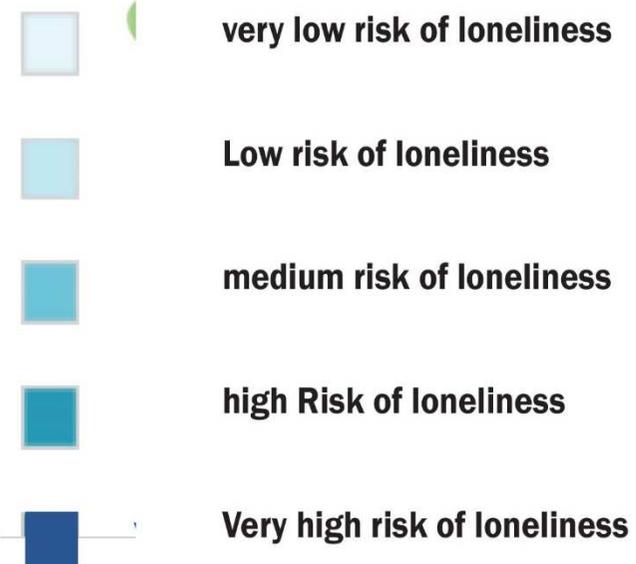
- **A Forum team of volunteers located addresses of 1661 older people living alone within the 3 wards (approximately one third of the total single over 65s in the 3 wards)**
- **personalised letters offering free membership of the Forum until March 2017 were sent out to the 1661 older people.**
- **As a result of the invites 83 older people took up the membership offer.**
- **Following this they have participated in various Forum activities including meetings, special social events, drop-in sessions and Forum social events.**
- **All of this group are now in regular contact with the Forum through its bimonthly newsletters.**

Age 65+ >> Risk of Loneliness



AgeUK mapping system showing a heat image of loneliness risk

Age UK has produced an index specifically designed to target loneliness. Analysing data from the English Longitudinal Study of Ageing (ELSA), the research identifies the key factors associated with being 'often lonely' and, critically, weights them by their relative contribution to loneliness risk which has enabled them to construct a proper, evidence-based index.



Appendix II- AgeUK Heat Maps